

EAST BAY LABOR JOURNAL

THE ONLY OFFICIAL NEWSPAPER OF ORGANIZED LABOR IN ALAMEDA COUNTY

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SINGLE COPIES FIVE CENTS

Governor Brown to speak at COPE Labor Day Picnic

from the EDITOR'S CHAIR

STRIKEBREAKER LAWS

New York City has joined the ranks of cities and states with laws prohibiting professional strikebreakers.

States which have passed anti-scab laws are Michigan, Pennsylvania, Washington, New Jersey, Maryland, Delaware and Massachusetts.

Cities, in addition to New York, include: Newark, Wilmington, Rochester, Manchester, N.H. and Dunellen, N.J.

Political Memo to COPE: Don't endorse any more candidates for city, county or state offices unless they promise to sponsor and/or vote for anti-scab laws in Alameda County and its cities and California.

SPEAKING OF NEWSPAPERS

Philadelphia Negro ministers recently ended a boycott of the Philadelphia Bulletin. Before the boycott, made effective with pronouncements from pulpits in Negro churches, the Bulletin was accused of only token hiring of Negroes.

I'm told the term "token hiring" could be applied to most Bay Area dailies, too.

Yardstick: Oakland's population is about one-fourth Negro.

SHORT SHOTS

• Almost every time the dailies mention the Marina Towers, Chicago's 60-story cylinder-shaped apartment towers, to be the tallest reinforced concrete structures in the world, they omit the fact that they are being built by the Building Service Employees Union. For example, the page 1 picture in the Chronicle July 6.

• One of the complaints lodged by unions against the California State Employees' Association is that too many of its brass are part of management. New president is Leslie C. Wayne, business manager of DeWitt State Hospital, Auburn, succeeding Donald V. Doty, manager of the Culver City offices, State Department of Motor Vehicles, who died.

• No matter what you think about Everyman I and II, remember that Gandhi won freedom for India by non-violence and by going to prison. And that's how women got the vote, at least in England.

OFFICIAL NOTICES

Unions will find notices of important meetings called by their officers on page 5 of this issue of the Journal.

2 nominated for vacant CLC post

A special election to fill a vacancy on the Central Labor Council Executive Committee will be held at Monday night's meeting.

Nominated this week were: Ralph M. Anthony of Fire Fighters 55 and Robert Luster of Laundry Workers 2.

Anthony was nominated by Vincent Riddle of Local 55 and Luster by Millie Castelluccio of Local 2. The winner will fill the vacancy created by retirement of Eddie Maney of Local 2.

Richard K. Groulx, assistant CLC secretary, was unopposed for election as a delegate to the California Labor Federation convention. He will attend with Executive Secretary Robert S. Ash, automatically a delegate. Groulx was nominated by Assistant Secretary Arthur R. Hellender.

President Russell Crowell instructed the secretary to cast a white ballot for Groulx.

Steamfitters 342 wins 36 hr. week

Steamfitters 342 has just approved a new contract providing for a 36 hour week effective July 1, 1964.

This is the first shorter work week negotiated by any local in the United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada, AFLCIO, according to James Martin, business manager of Local 342.

Details of the shorter work week will be worked out at least 60 days before July 1, 1964. However, Martin said take home pay will be equivalent to what Steamfitters now earn in 40 hours.

Martin pointed out that the purpose of the shorter work week is to spread employment, in line with goals announced by AFLCIO President George Meany. (For details, see Steamfitters' Notes on page 6.)

Charley Richards retires from Sign Painters 878

Charley Richards, business representative for Sign Painters 878, has retired.

His duties are being taken over by Fred Bray, financial secretary. Bray now holds both offices.



BOB KARL, "Man of a Thousand Voices," is one of the variety act headliners scheduled to appear at the Alameda County Labor Day Picnic. A full day of fun for the whole family is planned by the sponsoring COPE committee.

Four unions win bargaining election at Oakland P.O.

A reliable source told the East Bay Labor Journal Tuesday that four AFLCIO unions "probably" won bargaining rights in the representation election held at the Oakland Post Office.

They were reported as the Letter Carriers, Post Office Clerks, Motor Vehicle Employees and Mail Handlers. A total of 1,123 out of 1,781 eligible persons voted. They represented six occupational groups. Results for other cities were unavailable. Official returns will be announced later.

Throughout the nation, post office employees voted last month in the biggest collective bargaining election ever held.

Restaurant, bar strike may occur in Oakland

A strike of restaurant and bar employees in the Oakland area appeared possible by the end of the week.

Culinary Alliance 31, Bartenders 52 and Cooks 228 held meetings Wednesday to report on negotiations. Another session with employers was scheduled for 9 a.m. Thursday.

But Pat Sander of Local 228, spokesman for the Local Joint Executive Board of Culinary and Bartenders Unions, indicated that little progress was being made.

Hayward Culinary 823 received Central Labor Council strike sanction Monday but negotiations continued.

Millmen's talks reported to be at crucial stage

Negotiations involving Millmen's 550 reached a crucial stage this week.

Local 550 was given strike sanction by the Building Trades Council Executive Board Tuesday morning, according to J. L. Childers, BTC business representative.

Childers announced that Clerks and Lumber Handlers 939, also involved in the mill-cabinet industry, is taking a strike vote today (Friday).

Four other Bay Area locals are affected in the mill-cabinet dispute with the Lumber and Mill Employers Association and the San Francisco Cabinet and Fixture Manufacturers Association.

TERMINATION NOTICES

The unions' Six County Negotiating Committee served five-day contract termination notices on all employers with mill-cabinet agreements this Monday.

It also notified union members that all mill-cabinet contracts will be expired on Saturday, with a "no contract, no work" policy to go into effect.

Meanwhile, the unions began signing up individual employers to the new 1962-63 agreement under their minimum settlement terms.

The Federal Mediation Service has entered the dispute, and last-ditch attempts to avert a work stoppage were being made in San Francisco as the East Bay Labor Journal went to press.

Ticket sales, registration drives pushed

Governor Edmund G. (Pat) Brown is scheduled to be the featured speaker and guest of honor at this year's Alameda County Labor Day Picnic.

Plans for Brown's appearance were announced Tuesday by Robert S. Ash, secretary-treasurer of the sponsoring AFLCIO Council on Political Education and executive secretary of the Central Labor Council.

Being held as usual at the Alameda County Fairgrounds in Pleasanton, this year's picnic will be even bigger than past

REGISTRATION CHECK

Unions which give COPE names and addresses of all their members can have them checked against voter registration lists to see which members aren't registered, according to Richard K. Groulx, assistant secretary.

COPE will also help unions register their members if necessary and will furnish deputy registrars for union meetings, Groulx said. Interested unions should call HI 4-6510.

ones and will provide fun and entertainment for the whole family.

In addition to games, entertainment, awards and refreshments for youngsters, the picnic will give union families a chance to get together and have a good time.

The Alameda County AFLCIO Council on Political Education, which sponsors the event, has urged all unions planning their own picnics to hold them on Labor Day in conjunction with the rest of organized labor.

COPE officials also point out that the time is growing short. Unions which haven't already done so should get their tickets out to members. And unionists are urged to buy their tickets now.

CAMPAIGN FUNDS

In addition to providing lots of fun for the thousands who attend each year, the annual Labor Day picnics raise funds to help defray campaign expenses of candidates endorsed by Labor's COPE.

With key races in the balance this year, a large ticket sale is even more important than ever, according to Ash.

VOTER SIGNUPS URGED

Importance of vigorous voter registration drives by local unions is stressed.

MORE on page 7

HOW TO BUY

Credit unions and debt problems

By SIDNEY MARGOLIUS
Labor Consumer Advisor for Labor Journal

Substandard incomes in comparison to present high living costs still are the major causes of family money troubles. But many families with at least average incomes get into difficulties that could be avoided by more expert knowledge.

For two years the Credit Union National Association has been working on a program of training counselors to help families plan their buying and spending to make the best use of their incomes. Credit unions always have done much rescue work, but now they are seeking to provide preventive services to stop troubles before they start.

Credit union leagues in 42 states and provinces of Canada have such counseling programs in various stages of development, reports John F. Sullivan, CUNA's family financial counseling specialist.

Some large credit unions have their own family financial counselors. Others are seeking to work out centralized preventive counseling services and prorating services (debt pooling to hold off pressing creditors).

Labor unions also are conducting similar consumer education programs through their community services committees, often by providing consumer courses for union families.

Such programs by these large community organizations are urgently needed, especially since a national association of privately owned finance companies announced recently that it is planning to set up its own family counseling services throughout the country.

Since the finance companies are in business to lend money at a profit and they themselves sometimes are the cause of family money problems, their freedom to give candid, impartial counseling has to be demonstrated.

In an interview with this department, Sullivan provided some valuable observations from his experience in the credit union program. Here are his frank answers to questions about how to keep trouble away from your door:

In experiences you have observed, and those of other credit union workers, what are the chief causes of family financial difficulties.

SULLIVAN: "My observations indicate these chief causes:

"•Lack of long range plan-

ning for major needs such as a new car, college education, major illness, etc.

"•Status seeking or keeping up with the Joneses.

"•The inability to understand the total effect on the family pocketbook of almost unlimited credit buying. Many people use credit so freely that they don't even know the total amount they owe. All they know is the amount of monthly payments, which are used up to the hilt so that when an emergency arises there are no extra funds available out of the paycheck.

"•Among the very young and newly married—the desire to begin at the level of living it took their parents years to reach.

"•Again, among the young and newly married—a complete lack of education in how to handle money."

What do you suggest as the main corrective actions families need to take to keep out of trouble and make financial progress?

SULLIVAN: "Use credit only for major purchases or relatively inexpensive items. For everyday type purchases, do not use anything over 30 day charge accounts. Develop a spending plan that provides savings for future fixed expenses and begin putting funds aside to pay for at least part of the future fixed expenses. Keep installment payments, aside from mortgage payments, well under 25 per cent of take home pay. Build a time table indicating when payments for various items will be completed, thus making more funds available at later dates."

Do credit union counselors find families will stick to a budget or spending plan when they get skilled help in working one out? Or are the people in trouble repeaters going from one financial jam to another?

SULLIVAN: "Our local counselors generally find families will stick to a budget when they get skilled help in working it out. When a counselor works with the family's motivations and gets the member to cooperate in working out the solution, the results are amazing. But when less skill is used, and the credit union does all the work and the member does nothing for himself, those in trouble tend to be repeaters. We find that simply treating the symptoms with a consolidation loan or interceding with creditors to accept smaller payments meanwhile, does not solve the basic problem. Effective counseling means getting the member to help himself on a more permanent basis while the credit union works out the immediate financial problem."

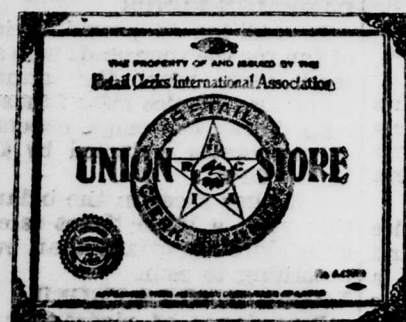
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Added teeth for 10% law needed

The year-old law to protect Californians against bilking from marginal so-called ten percent firms has been successful, but more protection is needed.

David M. Richman, special assistant state attorney general, said the State Department of Justice may ask the State Legislature next year for amendments giving it more power to seek injunctions against violators.

The department also would like better protection for investors in second deed of trust companies taken over by the State Real Estate Commissioner.

Bus 'passes'

AC Transit District's new Sunday and holiday "Summer Fun" passes went on sale July 1.

On Sundays and holidays this summer, passengers can pay 60 cents for the pass and use it on all A-C lines except transbay.

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Hormones mixed up in TB drug

A contaminated drug is blamed for alarming sex changes in eight small children under treatment for tuberculosis at San Francisco General Hospital.

They were being given isonitric acid hydrazide, a drug often used for TB.

The drug, manufactured by Nysco Laboratories, Long Island City, N.Y., had become contaminated with a synthetic sex hormone, diethylstilbestrol, manufactured by the same firm, according to city, state and U.S. Food and Drug Administration officers.

A 3 1/2 year old girl began to menstruate, and other boys and girls developed enlarged breasts and pubic hair.

A civil suit has been filed in federal court accusing Nysco of shipping an "adulterated" product in interstate commerce.

The suit followed rounding up of seven Nysco products — all allegedly contaminated by the hormone — in California hospitals. The products included 90,000 soda mint tablets seized at Camarillo State Hospital.

Though doctors believe no permanent harm has been done by the contaminated drugs, some persons expressed the opinion that the case is an added argument for passage of Senator Kefauver's drug control bill.

Unfortunately, the bill seems to have been sidetracked for this session of Congress.

Co-op related S&L 1st in U.S.

Some 600 members of the Consumers Cooperative Inc., in Berkeley, Oakland, Richmond Walnut Creek and Southern Alameda County areas have subscribed \$500,000 in pledges to launch the Twin Pines Federal Savings and Loan Association.

The building and loan firm, the only co-op related institution of its kind in the United States and the only mutual savings and loan association in Berkeley owned and controlled by the people who use it, opened its doors July 2.

Savings will be insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation.

Twin Pines has offices at 1484 University Ave., Berkeley. Walter H. Ratcliff, manager, said the firm will be able to offer mortgage advantages with prepayment charges considerably under other savings and loan companies, as well as other advantages.

Teen visitors

Teen-age volunteers will be recruited and trained by the Volunteer Bureau as "friendly visitors" to rest and boarding homes for the aged in Alameda County, according to Sylvia Sullivan, director. The Volunteer Bureau is part of the Council of Social Planning — Alameda County, a United Crusade agency.

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To the Ladies: FROM the EDITOR

ADOLF HITLER, the maniacal demagogue whose actions led to the loss of millions of human lives, had another crazy idea.

Maybe he took it out of Aldous Huxley's famous novel, "Brave New World."

Hitler started Lebensborn baby farms for the scientific breeding and rearing of children. Part of the idea, of course, was to produce pure Aryans. But another part was to raise children free of "weakening" family influences.

A PEDIATRICIAN in Munich, Germany, said recently that he examined a group of Lebensborn children right after World War II, just before they were adopted into normal homes.

"Their faces were strikingly pretty," he said. "They were blond and blue-eyed but completely emaciated. If you got near to them, they showed the typical empty stares of idiots."

"These children were mentally and physically backward; they were most serious cases of psychic starvation."

WORKING MOTHERS, said the pediatrician, Dr. Theodor Hellbruegge of Munich University, may be depriving their children of the family love and attention they need to become intelligent, emotionally healthy adults.

Of course, it is easy to oversimplify arguments in this field. And many people have very strong opinions, often based upon their own experiences.

Nearly one-third of U.S. mothers work. Many have to, either because there is no other wage earner or because his wages are too low to make ends meet, a job for the labor movement, incidentally.

But millions of others work to pay for "extras" — everything from an extra car to a college education for the children.

Dr. Hellbruegge suggests that having the mother at home may be more important than those "extras." He bases his conclusions not only upon the Lebensborn children but upon examining troubled children from families where both parents work.

ANOTHER POINT, on which Dr. Hellbruegge isn't quoted, may be that the family—with all its faults and despite the high divorce rate, etc.—apparently has some pretty important reasons for existing as the basic unit in human society.

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Hellender calls for united labor stand on rapid transit

A united labor position, pro or con, on the proposed rapid transit network was urged by Arthur R. Hellender, assistant secretary of the Central Labor Council, in a report to CLC delegates.

Hellender attended a meeting of representatives of the San Francisco Labor Council and the Bay Area Rapid Transit District July 9. A representative of the Contra Costa County Central Labor Council was also present.

In his report, Hellender commented that the proposed 10 year construction phase would provide jobs for thousands of building tradesmen.

But he said representatives of transportation unions present at the July 9 meeting raised some questions about parts of the plan which would affect them.

After reporting on proposed financing and the possibility of federal aid, Hellender recommended that the matter be weighed thoroughly if and when it comes before the Alameda County Central Labor Council again.

The labor council has previously gone on record in favor of rapid transit for the Bay Area, but no position has been taken on the specific program proposed for the November ballot.

CTU approves pact

The Commercial Telegraphers Union, AFLCIO, has approved its new 1962 contract with Western Union by a nationwide vote of 11,717 to 1,963.

Sheet Metal Workers 216 meeting this week on contract

Negotiations between Sheet Metal Workers 216 and employer associations reached a crucial stage this week.

A meeting was held Tuesday in an attempt to iron out differences between "final" offers submitted by both sides July 3.

Business Manager Elias L. (Al) Arellano of the union said Local 216 members would meet at 8 p.m. this Thursday at the Veterans' Memorial Building, 200 Grand Ave., Oakland.

In the event of no agreement by that time, Arellano indicated, strike action may be recommended.

Arellano said the union offered last week to sign a contract with the following terms: 22 cent hourly raises each year for three years, a two cent increase in pension contributions July 1, 1963; a five cent increase in health and welfare contributions Jan. 1, 1963; a two per cent holiday increase July 1, 1962, and one per cent additional July 1, 1964, and agreement to a five cent hourly industry fund contribution.

EMPLOYER OFFER

At that time, Arellano said, employers came up with the following offer: wage increases of 20 cents on July 1, 1962, and

July 1, 1964; five cent hourly increases in both health and welfare and pension contributions July 1, 1963, and two per cent holiday increases July 1, 1963.

Employers also agreed to minimum subsistence pay of \$10 and to a provision permitting the union to pull its men from shops of employers delinquent in fringe benefit contributions if proper notification procedures are followed. In this case, full pay would continue.

Arellano indicated the main points of remaining disagreement were the effective date of the health and welfare increase and 1 per cent in holiday contributions.

Peace Corps openings

The Peace Corps recently announced 114 opportunities in 13 countries for persons trained in mechanics, trade skills or vocational teaching.

Application questionnaires are available at most post offices, college administrative offices and from county agricultural agents. Information and applications may be obtained from the Peace Corps, Washington 25, D.C.

Borax strike settled

Striking members of Chemical Workers 40 have returned to their jobs at the U.S. Borax and Chemical Corp. in Wilmington, Calif., after winning a two year contract with pay increases totaling 6 per cent, as well as gains in insurance, pensions and job classification and protection against having work at the plant contracted out.

Ink Makers return

Members of Ink and Roller Makers 5 returned to work last week, and talks aimed at settling their dispute with several employers in various parts of the state resumed.

Biggest plant affected by the work stoppage was the California Ink Co., Berkeley.

Glenn Martin to assist labor press in campaign

Glenn Martin, formerly chairman of the Oakland Tribune unit of San Francisco-Oakland Newspaper Guild 52 and delegate to the Central Labor Council, has joined the State COPE staff.

Martin will handle liaison with the labor press during the election campaign in accordance with a recommendation made by labor editors at the California Labor Press Conference.

Deadline for resolutions for state labor convention

Resolution deadline for the Aug. 20-24 convention of the California Labor Federation is 5 p.m. August 6, according to Secretary-Treasurer Thomas L. Pitts.

Only exception is for affiliated statewide organizations which hold meetings between August 5 and 19. Deadline for resolutions from these groups is 9 p.m. August 19.

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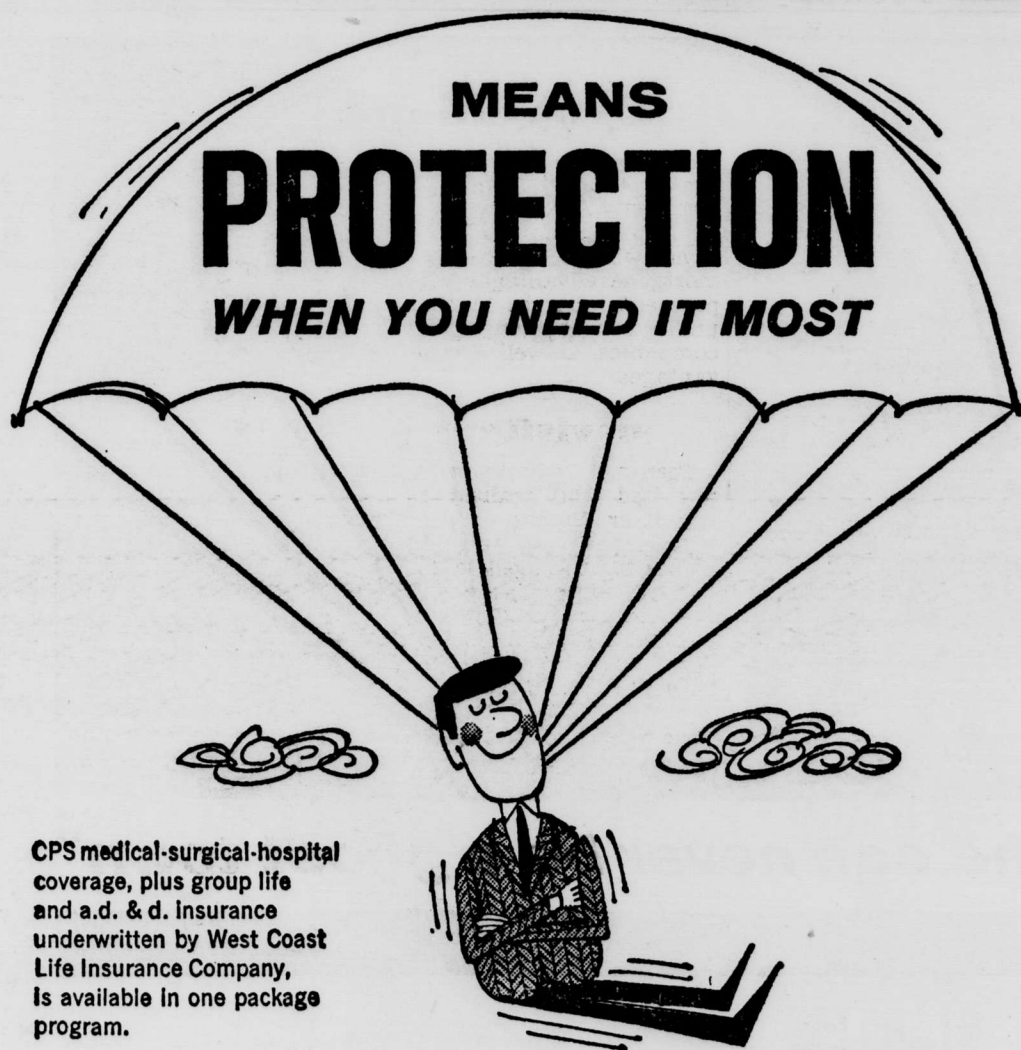
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EAST BAY LABOR JOURNAL, FRIDAY, JULY 13, 1962

Steamfitters Local 342

By JIM MARTIN

The membership, at a special called meeting held Thursday, July 5, 1962, by a secret ballot vote ratified the Negotiating Committees' proposal, which provides for a three year agreement with the Mechanical Contractors Association of Northern California, Inc., with a wage increase of 90 cents spread over a three year period.

Included in this is a 36 hour work week, starting July 1, 1964, with details to be worked out 60 days prior to July 1, 1964.

The union's negotiating committee, in presenting this proposal to the membership, pointed out that this shorter work week, as advocated by the AFLCIO Federation of Labor, George Meany, president will provide more work for our union's members.

Among the other items negotiated is a change in the union's hiring procedure. The new procedure provides for a 50-50 call basis up to the first eight men with supervision requested by the contractor included in the 50 per cent. From then on the balance of men required will be dispatched from the out of work list starting with the first man on a 75-25 per cent basis; that is, the first three men whose names appear on the out of work list will be dispatched first, then one man who is requested by the employer will be dispatched. The employers' 25 per cent will also include supervision.

In connection with the apprentices, when two or more journeymen are employed by the employer, the employer may hire one apprentice. When five or more journeymen are employed, the employer must hire one apprentice; thereafter the employers may hire one apprentice for every five journeymen. After the first hire of an apprentice, the employer must

hire one apprentice for every eleven journeymen.

There were also 21 other changes made in the current contract which will all provide better working conditions for the members of this local union.

As soon as the agreements are ready, they will be made available to you.

It is also of interest to know that this 36 hour work week, as negotiated, is the first shorter week negotiated by any local union in the United Association and will pioneer the way for other United Association local unions to follow.

As chairman of the negotiating committee, I would like to thank the following members of the committee for a job well done: James Wilson, Jack Matheis, Don Stallings, George Edwards, Tony Brown, J. R. Tucker, Vern Furman and Roy Turley.

Chips and Chatter

By AL THOMAS

Now that the excitement is over, it seems the interest has apparently died down, too. The vote has been disappointingly small on ratification of the agreement. Our procedures require ratification by the rank-and-file. Failure to ratify because of the small vote reflecting only the protests could result in serious complications. The Conference Board would probably be put in a position of asking for strike sanction.

This, of course, will not reach you in time for the Local 36 meeting. Most of the small locals have voted in our area. It will be interesting to see what the final result is.

New CLC delegates

New delegates seated by the Central Labor Council July 2 were Charles Lakes of Fire Fighters 1428 and Robert Martin of Steelworkers 4468.

Millmen 550

By CLYDE JOHNSON

News of our negotiations will be issued in bulletins or in the news section of the Labor Journal.

The Brotherhood convention this September will give California millmen and cabinet-makers a good forum for presenting our case on cheap wage competition from other states.

Five years ago, Anthony Ramos created a sensation at the Brotherhood convention by demanding and getting (for the first time) a special caucus of Millmen delegates. Previously mill problems played second fiddle to Carpenter issues. (They still do, but not so completely.)

This year, 550 has elected Anthony Ramos, Emil Ovenberg, Clarence Briggs and myself as delegates to the convention. Brother Briggs is a General Office Representative who holds membership in 550 and whose convention expenses are paid by the General Office.

My purpose in going to the convention is to help Millmen develop some unified, national policies that will reduce problems of cheap wage competition and foreign competition. We must also arrange for broad research and educational work in our branch of the industry.

Have you ever seen articles in the "Carpenter" dealing with mill-cabinet problems, or plastics, or light metals, or fiberglass? I can't remember any. Yet there are big, dramatic changes taking place in our industry, and we never hear a word about them from our General Office.

Gordon McCulloch, state secretary of the California Carpenters, appointed Anthony Ramos to head a Committee on Research and Education for the State Council. The result has been to blast open the whole problem of cheap wage competition from other states. Now the state government is investigat-

ing the problem, and we intend to make it a sharp political issue.

Here's another example. The United Steelworkers were concerned that Japanese competition would ruin the California steel industry. They sent a representative of their union to Japan to get the facts and talk to the Japanese unions. At the very least they will have first hand information upon which they can plan a protective program. Why can't we do it?

It will be too late to get resolutions adopted by the convention. We can have a caucus of Millmen petition the General Officers to adopt policies and hold special conferences to advance policies aimed at meeting our problems. We can define rather clearly some of the problems.

Conventions usually rumble along traditional lines, giving little recognition to our problems. I'm sure the delegates from 550, as well as from 262 in San Jose, will help put a little shake, rattle and roll into the delegates in relation to mill problems.

Petersen new president of Engineers Local 39

Earl Petersen, vice-president of Stationary Engineers 39, has been selected as president by the local's constitutional officers to fill the unexpired term of the late Matt Tracy.

Frank O. Brantley was elected to succeed Petersen as vice-president for the remainder of the term.

Tracy had been a member of Local 39 since 1911.

EBMUD local gets aid

The Central Labor Council has voted to appoint a committee to help East Bay Municipal Utility District Local 444 in its struggle for union recognition by the district's board of directors and staff.

Barbers 134

By I. O. (AI) CHAMORRO

Last Sunday we attended the Northern Council of Barbers and Beauticians meeting held in San Francisco (Sab Carrabello, Jimmy Silva and myself) to which we are your delegates.

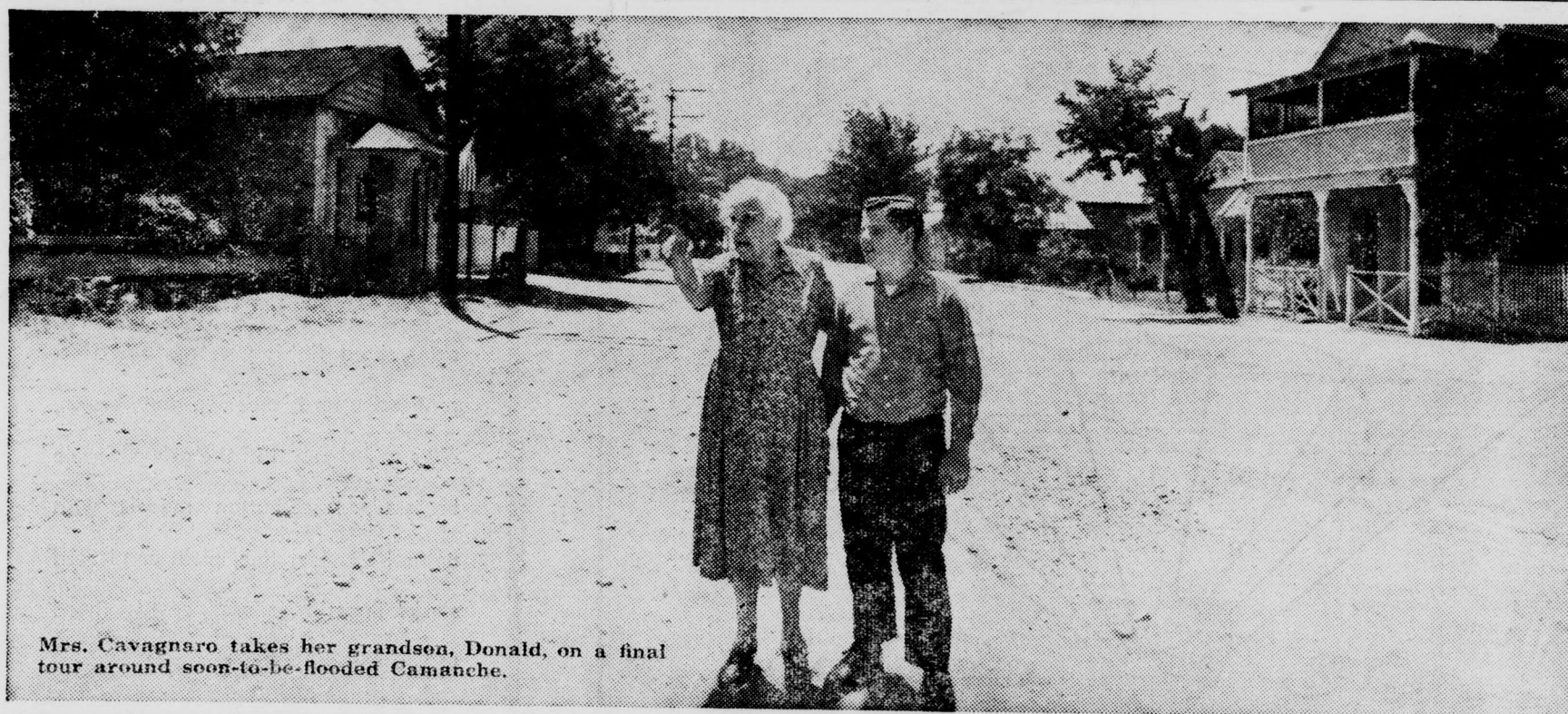
It was gratifying to hear from various delegates from our sister locals that progress is being made in some areas, particularly in the minimum price structure. Three locals have had their hearing and two are already under a new minimum. Local 914, Palo Alto, and Local 312, Stockton, are up as of now, and Local 252, San Jose, will take effect on July 15th. Their minimum went to \$1.60 for adults and \$1.35 for children; other locals are waiting for their hearings.

All delegates present reported they passed the split of the International office, and on the referendum vote (same as the one you just received) that the new setup is favorable and gaining favor. As of this Monday, about 12 per cent of the ballots have reached our office. Please send yours if you have not already done so.

To some of our members to whom we sent notices of being delinquent over the required two months dues before suspension, please note that if the new plan passes (and it looks like it will) it will start the 1st of August. If by the end of July you are not paid up, you will be automatically suspended.

The State Association convention will be held next month, and all delegates from all locals in California are looking forward to a great and successful one. It is expected that many good resolutions will be presented, which your advocates will take up to the State Legislature next year as they convene. Will keep you informed as time progresses.

Patronize Our Advertisers!



Mrs. Cavagnaro takes her grandson, Donald, on a final tour around soon-to-be-flooded Camanche.

84-year Camanche resident, Nettie Cavagnaro, says:

"Camanche can never be a ghost town"



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We wish we could provide water for you and your children without flooding Mrs. Cavagnaro's home town. But we can't, and still build a reservoir.

Camanche Dam and Reservoir, essential to your \$283-million Water Development Program, mean that Camanche must disappear. But, as Mrs. Cavagnaro says, it will never be a ghost town.

We hope you'll remember the people of Camanche and their sacrifice for your future.

EAST BAY MUNICIPAL UTILITY DISTRICT



OFFICIAL UNION NOTICES

AUTOMOTIVE MACHINISTS 1546

Notice of special order of business.

Please be advised that there will be a special order of business at the meeting of Aug. 7, 1962, which will be held at our Lodge Meeting Hall, Located at 10260 MacArthur Blvd., Oakland, at the hour of 8 p.m. for the purpose of voting on the appropriation of \$25,000, which is intended to be used in the support of our members in the strike against the East Bay Automotive Jobbers, Inc.

The special order of business will be taken up promptly at the hour of 9 p.m.

This will be a very important meeting. Please attempt to be present.

The regular meetings of Lodge No. 1546 will be held on the first and third Tuesdays of each month at the hour of 8 p.m. at our building, located at 10260 MacArthur Blvd., Oakland, Calif.

There will be a special order of business at our regular meeting of July 17, 1962, to act on the question of contributing 15 cents (15¢) per member toward the educational fund of the Machinists Non-Partisan Political League.

Fraternally yours,
DON CROSMAN,
Recording Secretary

HAYWARD CARPENTERS 1622

Regular meetings of Local 1622 are held each Friday at 8 p.m. at the Labor Temple, 1050 Mattox Rd., Hayward, unless otherwise cancelled by motion on the floor, and the last meeting night of the month is social night.

We sincerely urge you to attend meetings as regularly as possible, especially at this time when the membership of all the Bay Counties locals are in the process of voting to accept or reject the new agreement.

This Saturday, July 14, 1962, the election of four delegates to attend the General Convention in Washington, D.C., will be held, with voting from 8 p.m. to 1 p.m. Be sure to come in and vote. Best wishes.

Fraternally,
L. D. (Larry) TWIST
Recording Secretary

SHIP CARPENTERS 1149

Due to the holiday and vacation season, the San Francisco meeting scheduled to be held Friday, July 6, will be cancelled. The next meeting will be held in Oakland, Friday, July 20, 1962.

Fraternally yours,
JAMES ALLAN,
Recording Secretary

BARBERS 134

Next regular meeting will be held, as always, on the fourth Thursday of the month at the Labor Temple, 23rd and Valdez streets, Oakland, Calif., at 8 p.m.

Fraternally,
I. O. (Al) CHAMORRO,
Secretary-Treasurer

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AUTO AND SHIP PAINTERS 1176

The next regular meeting will be held July 17 in Hall D of the Labor Temple, 2315 Valdez Street, at 8 p.m.

Fraternally,
LESLIE K. MOORE,
Business Representative

UC EMPLOYEES 371

The general meetings have been suspended for June, July and August.

The Executive Board will meet on the regular meeting days.

The next Executive Board meeting will be held on July 14, 1962, at President Mack Scalzo's home, 1126 Keller Ave., Berkeley.

Fraternally yours,
A. ROBERTSON,
Secretary

PAINTERS DISTRICT COUNCIL 16

The next regular meeting will be held at 8 p.m. July 19 in Hall G of the Labor Temple, 2315 Valdez St., Oakland.

Fraternally,
WILEY H. MOUNTJOY,
Secretary-Treasurer

STEELWORKERS 1798

Executive Board meeting Thursday, July 19, 8 p.m. Union Office, Room 208, Labor Temple.

Regular union meeting Friday, July 27, 8 p.m. Hall D, 2315 Valdez St., Oakland. Installation of officers will be held. Resolution No. 55, which calls for an increase in per capita to the District 38 Strike Fund from 5 cents to 10 cents, will be voted on.

Fraternally,
EDWARD SOTO,
Recording Secretary

S. F. - OAKLAND MAILERS 18

The next regular meeting of the San Francisco-Oakland Mailers' Union No. 18 will be held at California Hall, 625 Polk Street, San Francisco, on Sunday afternoon, July 15, 1962, at 1 o'clock.

Fraternally,
HORACE W. STAFFORD
Secretary

CARPENTERS 1473

Meets first and third Friday of each month at Eagles Hall, 1228 36th Ave., Oakland at 8 p.m.

Blood Bank assessment No. 11 will be due and payable with July dues.

Fraternally yours,
J. W. KIRKMAN,
Recording Secretary

PAINTERS LOCAL 127

ATTENTION MEMBERS

The next meeting of your local will be July 12, 1962. We will install new officers for the coming term and nominate three delegates to the State Federation of Labor convention to be held in Long Beach in August.

At the last meeting of the local, Brother C. L. Stillwell, 783 McLaughlin St., Richmond, lost two quarters' dues from Payola Night as he was not at the meeting.

Payola Night has been changed so the local will give away at least one quarter's dues plus one month's dues as of the first meeting of July. Come down and see how it will work.

The members who did not attend the local annual picnic Sunday, July 1, 1962, I believe missed one of the best picnics of the local in the past few years. The last count of adults was 750. The Entertainment Committee deserves a vote of thanks for the good job done.

SPECIAL NOTE

All bills for the Painters' Welfare Plan have to be into their office before Sept. 30, 1962, for the past year's bills or they will not be paid. Members take note.

Fraternally yours,
EDGAR S. GULBRANSEN,
Recording Secretary

HAYWARD PAINTERS 1178

Two meetings coming up Friday night, July 20. The special meeting will be for election of one trustee, one member of the Executive Board, one delegate to the Alameda County Building Trades Council and one delegate to District Council of Painters No. 16, terms of office to expire June 30, 1963, also election of three delegates to the California Labor Federation, AFLCIO, convention in Long Beach starting next Aug. 20.

Fraternally yours,
ROBERT G. MILLER
Recording Secretary

CARPENTERS 36

The regular meetings of Friday, July 6th and 13th, have been dispensed with and will not be held during the next two weeks.

Stewards will meet July 19, 1962, on Thursday at 8 p.m. at Carpenters Hall, 761 12th Street, Oakland, California.

Fraternally yours,
HARRY G. YETTER,
President
OSCAR N. ANDERSON,
Secretary

Band concerts

The Oakland Municipal Band presents free concerts each Sunday afternoon during the Summer and early Fall through co-operation of Musicians 6 and the Oakland Park Commission. The concerts are at 2:30 p.m. at Edoff Memorial Bandstand in Lakeside Park.



VOTE and ELECT A QUALIFIED and CAPABLE DELEGATE

To The GENERAL CONVENTION ELECT VIRGIL A. BRUNSTEDT

Your Support Will Be Appreciated

Saturday, July 14th — 8 A.M. to 1 P.M.

This Ad Paid For By Rank and File Members

STEEL MACHINISTS 1304

Next regular meeting Thursday, July 19, 1962, at 8 p.m.

Executive Board meets at 6:30 p.m.

At this meeting, nominations will be held for two delegates to the California Labor Federation convention in Long Beach on Aug. 20.

If you are not registered, you cannot vote in the November election. Anyone wishing to register contact the union office or one of the union officers.

Fraternally,
DAVE ARCA,
Recording Secretary

ALAMEDA CARPENTERS 194

Alameda Local 194 meets on the first and third Mondays of each month at 8 p.m. in the Veterans Memorial Building at Walnut and Central in Alameda.

SPECIAL CALLED MEETING

The July 16, 1962, meeting will be special called. In addition to the regular business there will be a vote on accepting or rejecting the new agreement. Ample time will be allowed for discussion.

Fraternally,
CHARLES LEHMAN,
Recording Secretary

BERKELEY PAINTERS 40

The regular meetings of July 13 and August 10 have been designated special called meetings for the purpose of nominating and electing delegates to the California Labor Convention of 1962.

Due to a change in Local 40 by-laws, there will be one meeting only during the months of July, August, September and October. The meeting night during these four months will be on the second Friday of each month.

Fraternally yours,
BEN RASNICK
Recording Secretary

Look for the union shop card, ask for a union clerk to serve you, and demand the union label!

Federal pay raise too low: AFLCIO

A Kennedy Administration proposal to raise the pay of government employees in three yearly steps, beginning in 1963, would be "too little and too late ... for the average federal worker," the AFLCIO has told Congress.

Legislative Director Andrew J. Biemiller of the AFLCIO said the Kennedy Administration "deserves full credit" for sponsoring a pay bill.

"It is a new and pleasing experience to see an administration propose increases in the federal salary scale, instead of lagging behind or frustrating congressional efforts," he told the House Post Office and Civil Service Committee.

However, federal workers need a "raise right now — not inadequate increases postponed until next year and spread out over two or three years," Biemiller emphasized.

Average earnings of federal employees in the 10 lowest grades have increased only 51 per cent since 1950, compared with 66 per cent for manufacturing workers, and only 164 per cent since 1939, compared with 309 per cent for factory workers, Biemiller stated.

Postal workers, he charged, are "shamefully exploited" by low wages which "do not cover the bare essentials of family life." — AFLCIO News.

Labor Day campaign

George Meany, AFLCIO president, has written the Alameda County Central Labor Council asking help with the AFLCIO's fourth annual nationwide campaign against labor day accidents on highways, in homes and in recreational areas.

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Glaziers win new 70½c, 3 year pact

Three Glaziers' locals, negotiating jointly, have just agreed to a new three year contract with increases in wage and fringe benefits totalling 70½ cents an hour.

According to Robert Kerr, business representative for Oakland Glaziers 169, the contract provides for increases of: 15 cents an hour in wages retroactive to July 1, 1962; 10 cents in wages Jan. 1, 1963; 12½ cents in wages July 1, 1963; 10 cents in added pension contributions July 1, 1963; one-half cent for an apprentice and journeyman training fund July 1, 1963, and 22½ cents in wages July 1, 1964.

In addition to Local 169, unions taking part in negotiations were San Francisco Local 718 and San Jose Local 1621.

Henning urges all unions to return questionnaires

All California union officials have been urged by John F. Henning, state director of industrial relations, to assist in the state's 1962 census of labor unions currently in progress.

This year's Organized Labor Questionnaire has just been mailed to over 3,500 local unions. Urging every union to fill out the questionnaire and return it, Henning said statistics will be published in the annual report, "Union Labor in California."

UNEMPLOYMENT RISES IN U.S. DURING JUNE

U. S. unemployment edged upward to 5½ per cent in June.

In May, the rate was 5.4 per cent.

The slight rise halted recent slow progress in the job picture.

The Labor Department said entry of more than two million young people into the job market was a major factor.

Long-term employment — those jobless 15 weeks or more — dropped by 250,000 to one million. But of this total, nearly 600,000 have been out of work six months or longer.

Carpenters 36 chooses delegates to conventions

Delegates to three conventions have been elected by Carpenters 36.

Representing the local at the General Convention of Carpenters in Washington, D.C., starting Sept. 17, will be: Oscar Anderson, C. R. Bartalini, Al Thoman and Harry Yetter.

Delegates elected to the California Labor Federation convention in Long Beach Aug. 20-24 were: Gunnar (Benny) Benonys and James Brooks.

Benonys and Eugene Anderson will be delegates to the State Building and Construction Trades Council convention.

Tell 'em you saw it in the East Bay Labor Journal.

Watchmakers Local 101

By GEORGE F. ALLEN

This column is being written at the end of the Fourth of July week, and I hope it was a pleasant holiday for everyone.

The June 30 edition of the San Mateo Times had a feature story and picture about Randolph's Jewelers of San Mateo, where Brother Bob Schenk, one of our members, who is a fine mechanic, is employed. After reading the article and talking to Mr. Randolph and Brother Schenk, I thought you would like to read a little about a Russian-made wrist watch.

A customer brought in this man's Russian wrist watch for repairs. His son had sent the watch to him from overseas. Where or how the son obtained the watch is not known. It is the first Russian-made wrist watch I have heard of. It was also seen by several other San Mateo jewelers and watchmakers. The watch has the English words "18 Jewel Anti-Shock" and the letters "WGSTGK" on the dial or face.

Bob had to make a stem for the watch because he was unable to purchase one in the supply houses. This was strange because watches have standard parts throughout the world. What made the job difficult was the poor quality of the balance of the movement.

The watch is a takeoff on the "Incabloc" shockproof system, and very crudely made according

to our standards. The plates are rough, the fork very thin and stamped out, the jewels are not finished well, and shellac is used to keep them in place. The gold plated case is poorly machined, and the steel backed case is unfinished on the back. Some parts have the Soviet star stamped on, according to Brother Schenk.

Earl Randolph, the store owner, says: "If the Soviets are machining their Sputniks like they do their watches, we do not have anything to worry about."

So you can see, you will have a little trouble and some mechanical work to do if and when you have a Russian watch in for repairs.

Painters Local No. 40

By BEN RASNICK

There has always been a lot of talk about the amount of work we lose to the non-union contractor, but there is also a lot of painting work lost to our members because in writing specification on new construction the architects in many instances, place items that should be ours in another craft's "specs."

Never before has the need been greater for increased liaison between our council and architectural firms and associations. This is the only way to inform them of the extent of our jurisdiction.

As a suggestion, when it is discovered that bidding is to take place on new construction, or before if possible, our council should contact the firm and check the specifications to make sure that our members will receive their rightful share of work. Past performances have proven that the employers, in a majority of cases, will not fight for our full jurisdiction on these jobs.

The changes and clarifications of the District Council By-laws will be coming out for approval soon. I hope that the membership does not take a rigid attitude and cling to some of the old unworkable rules that served their purpose five or six years ago but are now in the horse and buggy classification. The fast moving events of today demand that a labor organization embody the utmost in flexibility. This demand should also include the desire to clean out the worthless and destructive emotions and prejudices of the past.

Off unfair list

Hayward Culinary 823 has announced that an agreement has been reached with the Down Under Cafe, 1768 First St., Livermore.

The cafe is now fair to organized labor, according to Leroy Woods, secretary-treasurer of the union.

Butchers picketing 2 meat companies

Butchers 120 has been picketing two East Bay firms for failure to take part in industry-wide bargaining.

The two firms, not now under contract with the union, are Chip Steak Co., 958 77th Ave., Oakland, and Randy's Frozen Food Processing Co., 1855 Washington Ave., San Leandro, according to Sylvan Thornton, secretary-treasurer of Local 120.

Local 120 plans to appeal to the public not to buy products of the two firms while the dispute is in progress. The products are sold under a number of brand names.

Thornton said Safeway Stores sell some products of the Chip Steak Co. under their own "Manor House" brand.

The best way to tell, he added, is to look for the U.S. Department of Agriculture plant number on the product.

Products made at the Chip Steak Co. plant are stamped USDA No. 861. Products of Randy's Frozen Food Processing Co. bear the imprint USDA No. 598.

Katsarsky, asst. secty. of S.F. Labor Council, dies

Funeral services were held Tuesday for Gus Katsarsky, assistant secretary of the San Francisco Labor Council, who died suddenly in Reno last Saturday.

Katsarsky, who was also vice-president of Plumbers 38, leaves his wife, Irene; a son, Fred; his mother, Mrs. George Dines; one granddaughter and two brothers.

The Alameda County Central Labor Council adjourned in Katsarsky's memory Monday night.

DEADLINE FOR NEXT ISSUE

Deadline for the July 20 issue for union meeting notices and columns will be noon Monday, July 16.

Efforts continue to keep Marchant plant, jobs here

Efforts to keep Oakland's Smith-Corona Marchant, Inc., plant from moving to South Carolina are continuing, according to Arthur R. Hellender, assistant secretary of the Central Labor Council.

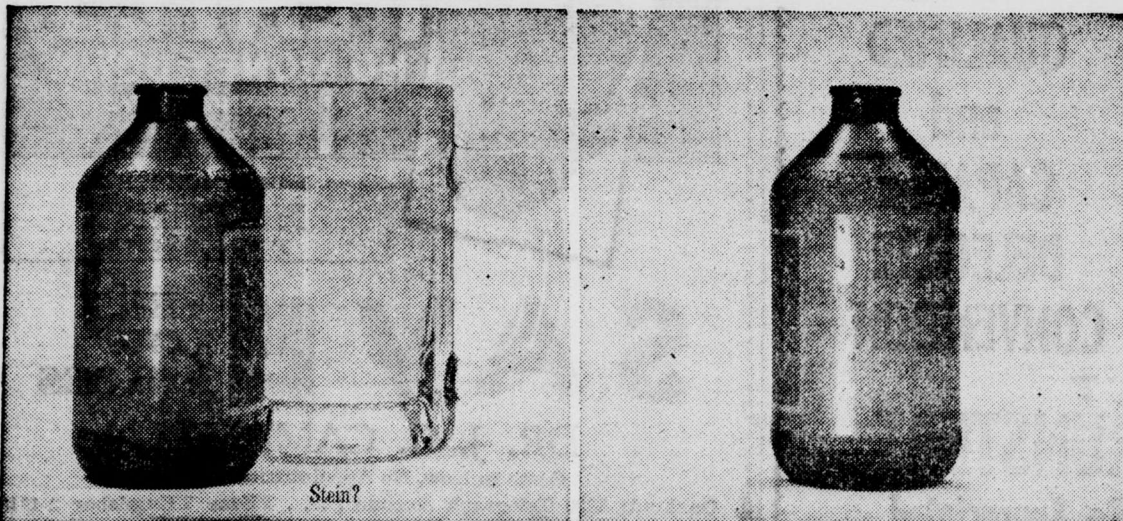
Hellender said attempts to save the jobs of more than 1,000 members of three Machinists' lodges are being conducted by the Oakland Industrial Development Commission, of which he is a member, as well as by the unions involved.

He made the statement in a report to the Central Labor Council.

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tamper with taste



Q. Which is the correct way to serve beer to guests?



A. All of them...just be sure to serve it from bottles! Doesn't everything taste better in glass?

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Labor Day Picnic --- family fun & a chance to help candidates

Continued from page 1

ions between now and the Sept. 13 deadline was stressed at Monday night's Central Labor Council meeting by Richard K. Groulx, assistant secretary.

Groulx said organized labor and families of members account for nearly half of all voters, but the labor vote only amounts to about one-fourth of those cast.

On the other hand, Groulx cited figures that voters whose views coincide with those of business and management make up 26 per cent of the electorate and actually cast about this many ballots.

At last week's Central Labor Council meeting, Groulx said, only four persons signified their intention of becoming deputy voter registrars. A much greater number will be needed to assure victory for labor-endorsed candidates, Groulx told delegates.

Groulx reminded those at this week's meeting that Richard M. Nixon polled more votes in Cali-

fornia in 1960 than John F. Kennedy. He predicted a tough fight ahead to re-elect Governor Brown in November.

A key part of this fight will depend upon having all union officers and shop stewards, as well as many others, become deputy registrars of voters to see that all voters are signed up, Groulx concluded.

Following Groulx' report, Vince Riddle of Fire Fighters 55 said voters can register at most fire houses.

Leslie K. Moore of Auto and Ship Painters 1176 and Paul L. Jones of Laborers 304 reported that a voter registration office for the Labor Temple has been approved by the Labor Temple Association.

Goldberg urges action on farm worker legislation

Labor Secretary Arthur J. Goldberg has urged the House to act before adjournment on five migratory farm labor bills which passed the Senate last year.

In a letter to Speaker John W. McCormack, he said the bills have "the overwhelming support of the American people and will do much to improve the welfare of migratory farm workers and their families."

Two of the bills, dealing with child labor and crew leader registration, have been approved by the House Labor Committee and are awaiting Rules Committee clearance. The other three, covering education and health facilities for migrant families and establishment of an advisory council on migrant labor, are still in committee.—AFLCIO News.

Skilled trades openings

"Fewer apprentices are being trained today than there were five years ago," says Edward J. Hibbert, chairman of the California Apprenticeship Council.

Hibbert has issued a statement to recent high school graduates that a need exists for highly skilled workers, and pay is excellent, he points out.

Weidner confers with 25 Washington, D.C. leaders

A whirlwind trip to Washington, D.C., with 25 interviews and conferences with administration and Democratic leaders, was the subject of a report of Charles R. Weidner, COPE endorsed candidate for Congress in Contra Costa County, at a recent meeting.

Weidner addressed 45 area and activities chairmen. He told them administration officials are attaching unusual significance to the 14th Congressional District race. Active support has been promised, Weidner said.

Campaign strategy was outlined at the meeting by State Senator George Miller Jr. of Martinez.

Boardman's appointment shifted: automation group

Albert G. Boardman, director of research and education for the California Conference of Operating Engineers, Local 3, has asked Governor Edmund G. (Pat) Brown to withdraw his appointment to the State Board of Registration for Civil and Professional Engineers.

Boardman said there might be "a possible technical conflict of duties between my position as an officer of a labor union representing land surveyors and my state appointment."

Instead, Governor Brown announced he will appoint Boardman to the Governor's Committee on Automation and Technological Developments.

Rapid transit hearing set Tuesday in Alameda Co.

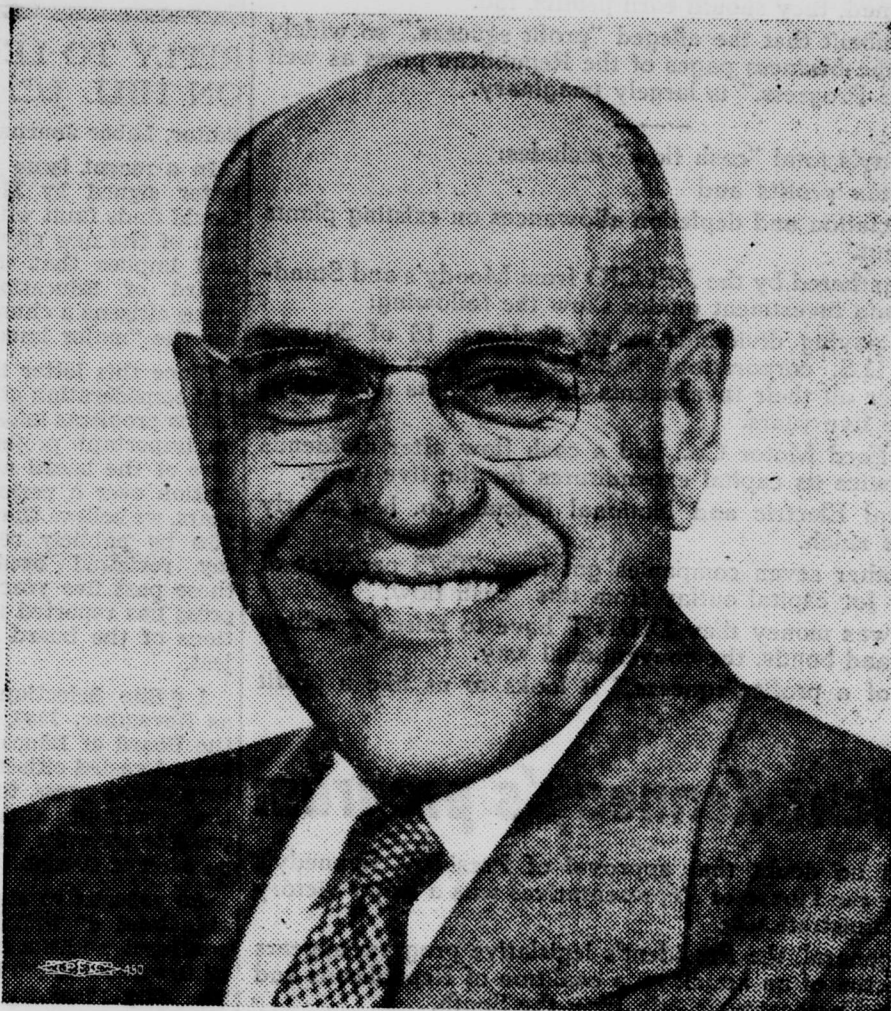
A public hearing on the Bay Area's new rapid transit plan will be held at 2:30 p.m. Tuesday in the Board of Supervisors' Chambers of the Alameda County Court House.

The hearing is the final phase of preparation before submission to the voters on the Nov. 6 ballot.

Approval of the boards of supervisors of all three counties in the proposed transit network — Alameda, Contra Costa and San Francisco—is required before the \$792 million bond issue can be put on the ballot.

Hearings were scheduled earlier this week in San Francisco and Martinez.

One of a series in which labor leaders state their views on one or more of the factors they believe are essential in a sound welfare plan



FRED BROOKS, Secretary-Treasurer
Oakland Printing Pressmen and Assistants' Local 125

How efficient can welfare plans be?

"Because Blue Cross is not involved with the payment of commissions or other gratuities, this plan can give our membership a greater hospital and doctor care benefits coverage as far as their premiums are concerned," says Fred Brooks, Secretary-Treasurer, Oakland Printing Pressmen & Assistants' Local 125.

"Without cooperation and teamwork, the operation of any welfare plan becomes practically impossible. No one knows this better than the secretary of a union upon whom will fall the problems of seeing that a welfare plan operates to the benefit of the membership.

"It is a pleasure to work with the people in Blue Cross."

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37th Year, Number 16

July 13, 1962

PAUL S. WILLIAMS, Editor

1622 East Twelfth Street

Phones: ANdover 1-3981, 3982

Our PG&E fringe benefit -- & the 'profit squeeze'

Every month, PG&E customers get a fringe benefit. This is "PG&E Progress," the publication which comes with our gas and electricity bills. Even though we don't ask for it, we get it. And we pay a few cents a month for it, even though this doesn't show on our bills.

Each month, "PG&E Progress" tells us what a good job the world's largest privately-owned public utility is doing. We also get a few clean jokes, lifted from other papers, and an editorial. This month's editorial bemoans the fact that Americans neither know nor care very much about the alleged "profit squeeze" on corporations.

We agree, in general, that profits are an integral part of a free enterprise economy. As long as public utilities remain privately-owned, they should earn profits, too.

But we submit that the alleged "profit squeeze," so widely heralded in the business pages of the Republican press as well as in "PG&E Progress," is largely imaginary.

A company's total "cash flow" includes:

- After-tax profits and
- Depreciation and depletion allowances on existing plants and equipment.

Figures gathered by the AFLCIO from Moody's and Standard and Poor's investment guides show the following:

- After paying dividends to stockholders, 13 of 20 representative U.S. corporations had enough "cash flow" left over to cover all their investments on new plants and equipment for the five years.

- One, Ford Motor Co., had a cash flow after dividends more than twice its capital expenditures for the five years.

- General Electric and National Biscuit Co. had nearly 1½ times as much.

- The other seven companies got from 70-75 per cent of their money for capital outlay from this "cash flow."

- This was money they DIDN'T have to raise by selling new stocks and bonds, the conventional way.

Instead of a profit "squeeze," it looks to us like a profit surplus.

President Kennedy's program

There is no doubt that approval of President Kennedy's trade bill by the House of Representatives was a major victory for the Administration.

But, in general, the President's legislative program appears to be the victim of an attack by a coalition of Republicans and conservative Democrats, mostly from the South.

For Alameda and Contra Costa counties, the moral is obvious. President Kennedy needs a bigger margin of liberal votes in Congress.

We can help him by electing a full slate of liberal Democrats in the four congressional districts which lie wholly or partly in these two counties, as well as by turning in a large majority for the Democratic candidate for U.S. Senate.

In order to do this, Democratic voters must be registered. As Assistant Secretary Richard K. Groulx told the Central Labor Council in a recent report, "silk stocking" districts—mostly Republican—out-register and out-vote working districts. Both labor and the Democratic Party in California are conducting a mammoth registration between now and the Sept. 13 deadline.

How can you help President Kennedy?

Be sure you are registered to vote.

State's credit is good

Next time one of the special interest groups trying to defeat a state bond issue drags up the phony claim that the state's credit rating is in danger, someone should point out that:

- \$100 million worth of Cal-Vet bonds were sold at a net interest cost of 3.207 per cent June 14.

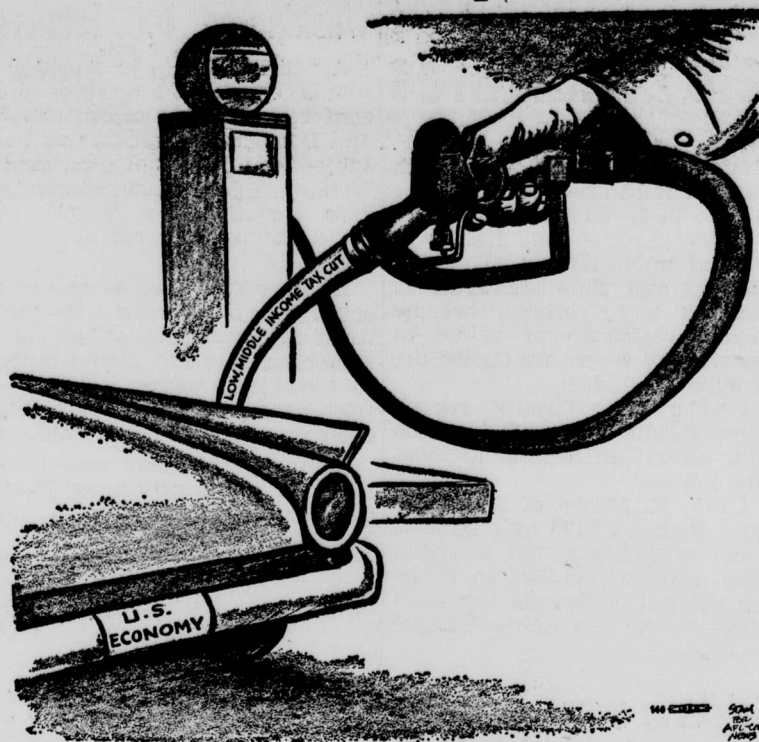
- This is the second straight Cal-Vet bond sale under the national average of 3.26 per cent.

- There were two other bids, one also under 3.26 per cent.

- This was despite unsettled stock market conditions.

- \$100 million worth of California school bonds were sold Jan. 24 for 3.18 per cent.

Fill 'Er Up



OPINIONS

You Write 'Em . . . We Run 'Em!

REPLY TO LETTER ON HILL J.C. SITE

Editor, Labor Journal:

In a recent issue (June 22) a letter signed by Mr. David J. Gould finds fault with the selection of the new city college site and implies that the Oakland Board of Education has not given citizens a chance to examine the "major issues involved."

Since this letter ignores work and consideration given to many major problems inherent in such an important project by members of the board and administration over a period of several years, we believe the facts should also be publicly reviewed. We say reviewed because during these past five years the public press has reported the deliberations of the board on the subject.

1 • Site Selection: As early as November, 1957, members of the Board of Education, including interested citizens and members of the press, took a tour of the Oakland area inspecting possible sites for the future expansion of Oakland City College.

An exhaustive study of available land of sufficient area to construct additional college facilities was ordered by the board. The City Planning Commission assisted in the citywide survey.

Eight possible sites were considered, including downtown Port of Oakland property and the Oakland urban renewal development area apparently referred to by Mr. Gould as the "new city and county complex downtown." The cost of expanding the present Merritt campus by condemnation of surrounding property was also studied. Not only was the original cost found to be prohibitive, but the future cost of removing valuable improved property from tax rolls was taken into consideration.

School architects and outside architectural firms aided in the evaluation of the various sites. Major factors considered in the selection of the Redwood Road site included location, access, size, topography, site development, type of construction required, availability of utilities, tax revenue loss, environmental impact and over-all long range city planning.

2 • Educational Needs: Students who have enrolled and citizens who have visited either the Laney or Merritt campus can testify to the overcrowded conditions. Temporary classrooms have been moved to both campuses, including the front lawn at Merritt. The Laney Campus has expanded as adjacent prop-

EDITOR'S NOTE

Letter received before Board of Education elected new officers, effective July 1. Letter cut for space reasons.

erty became available for purchase.

3 • Accessibility: Oakland was fortunate in having 130 acres of vacant land in the heart of the district, easily accessible to the majority of our local high school graduates and within an area of the greatest potential residential development.

Survey of modes of transportation taken this past year at the Merritt Campus revealed that 80 per cent of the students used private transportation, despite the fact that the college is located on one of the major public transportation routes in the city.

The new college site is situated just above Mountain boulevard, a regularly established east-west public transportation route conveniently served by north-south transfer points, including service up Redwood road to Skyline boulevard. Present plans call for a four lane 60 foot highway access to the new college site off Redwood road for private and public transportation. . . .

4 • Site Development: In April, 1961, the Oakland Board of Education, after considering many outstanding architectural firms, appointed the team of (1) Reynolds & Chamberlain, and (2) Wurster, Bernardi & Emons to develop a master plan for the new campus, including detailed plans and specifications for site development.

Utilizing educational specifications prepared by the college staff, and working with that staff and the school architecture and engineering department, the associated architects submitted over seven master plans and site development schemes for consideration. . . .

5 • Redistricting: Whatever junior college district organization is decided upon, the foresight in acquiring the present site, the painstaking work done in planning and developing this new site will be a valuable asset to the district serving this area, and an educational opportunity for thousands of Oakland students in the years to come. . . .

BARNEY E. HILBURN
President,
Oakland Board of
Education

CARL B. MUNCK,
Chairman,
Building and Grounds
Committee

IT ISN'T NEWS, IT'S PUBLICITY

From Labor

"An ever-increasing share of the news content of our newspapers, our news magazines, our radio newscasts and TV news shows is coming from the public relations man," Professor Scott M. Cutlip of the University of Wisconsin school of journalism warned recently.

Cutlip estimated, based on his own "pilot studies," that "some 35 per cent of the content of today's newspapers comes from public relations practitioners."

Meanwhile, a roundup by the Wall Street Journal told a similar tale of news and editorial columns flooded with subtle "plugs" from PR men. Altogether, according to a 1960 estimate by Business Week magazine, American industry now spends \$2 billion a year on these and other aspects of public relations.

PARTISAN PLEADERS

Cutlip, in a speech to the Minnesota branch of the Public Relations Society of America, frankly warned of the dangers in this trend. The PR man, he pointed out, is "a partisan pleader who is interested in persuading people, not in informing them, contrary to any claims he may make about getting the 'truth' to the people."

Newspapers today, Cutlip continued, still send their own reporters to cover "the traditional sources of news—courts, city hall, state capitol, police, politics and the like."

But, he said, "the new areas of news—business, science, health, religion, art, music, education, social welfare, etc.—are covered in a large degree by the PR man, not the aggressive, investigative reporter."

EDITORS GUILTY, TOO

Cutlip noted that many newspaper editors gripe about the activities of PR men. Yet these same editors, he said, to save money, encourage their staffers to accept free trips, travel expenses and "big loot" of various kinds from business interests—with the payoff coming in articles about those businesses' products.

"Who is kidding whom on this handout business?" Cutlip tartly asked. "If the press wants to criticize it ought to cleanse its own hands before it comes into court."

Meanwhile, the Wall Street Journal quoted a public relations executive as saying that the technique of placing "short news items" in newspapers is "a lot cheaper than advertising and accomplishes the same purpose." These "news items," the WSJ article pointed out, "subtly plug a broad range of products from dog collars to sauerkraut."

In addition, the article said, "trade groups are flooding newspapers and magazines with editorials, even multi-page supplements, are writing shows for television stations and offering all communications media a myriad of suggestions for stories and programs centered on their products."

The article said "many editors, short of ideas or writers to fill their space, are glad to get contributions from trade groups."

In short, more and more of what people read in newspapers and magazines, hear on radio and see on television, has been prepared by business interests with "an axe to grind."

The organization

We do need to know how to cooperate with The Organization, but, more than ever, so do we need to know how to resist it.—William Whyte, "The Organization Man."